

Expression of Interest

The Embassy of India invites 'Expression of Interest and Bids' with proposed terms of reference from reputed research firms, institutes and organisations with proven track records to undertake study on “**Opportunities for India-Russia Cooperation in Footwear & allied sector**” The terms of study are enclosed.

The length of the study should be approximately 35000 words and it should be completed within thirty five working days from the date of the acceptance of the bid/proposal.

Interested parties with sound financial background and experience in undertaking market studies may send their 'Expression of Interest and Bids' to Mr George Thomas, Deputy Head of E&C Wing, Embassy of India, Moscow at com.moscow@mea.gov.in on or before **1st June 2018**.

Terms of Reference for India-Russia Cooperation in Leather and Allied Sectors

- Analyze the trend of import of footwear (both leather and non-leather) and leather products (leather garments, goods & accessories) by Russia for the past 5 years
- Historical overview of Russian economy & Current status of Leather Industry
- To identify the following data points;
 - Total demand for footwear, leather & leather products.
 - Total exports of these products from India
 - Size of untapped market for India
 - Identification of the top buyers/retailers, industry associations and groups including key influencers
 - Breakup of the market share of each supplier country to Russia and comparison with India
- Factors contributed for growth of Leather & Leather Products Sector in Russia
- Identification of major products of Import.
- Market Size, buying pattern, distribution channels.
- Barriers to Entry for India
 - Competitors for India
 - Customs, Tariffs and Trade
 - Other factors (Brand Consciousness)
- Trade regulations, Customs Procedure, Banking system, import duty etc
Identifying major buyers for each product segment – footwear (leather and non-leather), leather goods, accessories, garments etc
- Price structure
- Factors which are evaluated by Russia to source goods from other countries (USP of the exporting market)
- Problems faced by the Indian exporters in the Russian market
- Marketing Strategies to be adopted for penetration into this market

The findings of the study may also include:

- the reasons why India is lagging behind
- the reasons why Russia place huge orders to other countries
- why the competing countries have an edge over Indian exporters
- the strategies to be adopted to tap the market substantially in order to increase India's share of export to Russia
